



Experience

2017 -	Creative Director MassMutual New York NY	Agile development and design of consumer, business and institutional web properties UX, visual, interaction design, and animation Design standards and pattern library
2011 - 2017	Product Designer Independent New York NY	Estée Lauder Augmented reality foundation finder UX and visual design 2017 MAC cosmetics Color finder UX and visual design 2017 Sloan Kettering Cancer Center Patient and clinical staff support platform visual design 2016 AT&T Connected Car responsive site Research, UX and Art direction @Organic Inc 2016 Shutterstock Visual and UX, styleguide, page templates, qualitative testing 2016 Zearn Online math learning modules, visual design, styleguide 2015 Wolters Kluwer eReaders and eLearning iOS apps, web apps UX and visual design 2015 Ignitor Android eLearning app UX, UI 2014 Medic Mobile Responsive web app for frontline health workers, patients, and families UX, UI 2013 LaunchPad Recruits Identity, visual design, application design, marketing 2012 Barnes & Noble Search and search results visual design 2011 Tide Swash product pilot UX, visual design 2011 Intel + Vista on-line marketing campaign 2011 NYC DOC digital branding and applications design 2007
2011 - 2013	Design Director Analytix Insight New York NY	Web based stock and ETF financial analysis platform UX, identity, visual design, interaction design, information architecture, content strategy, video production and marketing artifacts
2007 - 2010	UX Consultant Goldman Sachs New York NY	<ul style="list-style-type: none">• Branding, visual design, interaction design for Goldman's suite of research, trading, sales, and analytics applications and client facing portal• High Fidelity screen designs and production of design and interaction guides for web and desktop applications across the firm
2006 - 2007	UX Consultant Roundarch New York NY	<ul style="list-style-type: none">• Citigroup corporate and investment banking web applications• High fidelity screen design, style guides, animated demos
2006	Art Director Agency.com New York NY	on-line marketing campaigns and web development for Long and Foster, Etrade and the Discovery Network.
2005	Sr. Designer eMusic New York NY	<ul style="list-style-type: none">• Marketing and product teams• Landing pages layout and design, banners design and animation, print ads and direct marketing campaigns
2005	Visual Designer Solutions New York NY	User-centric web applications design for the pharmaceutical industry, mainly for Pfizer. Information architecture as well as page layout and interface design.



Experience Cont.

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- 2004 **Designer/ Animator**
Deep-Focus
Brooklyn
NY
On-line campaigns, web design and animation for clients like MGM, Miramax, HBO, Think-Films and Interscope records.
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- 1999 - 2001 **Senior Designer**
Mantis New Media
Tel Aviv
Israel
 - Web design , web applications, broadcast design, GUI, identity and print work for Israeli & international companies: Volkswagen, Audi, Orange, Amdocs, Intel & Keshet-TV
 - Mentoring junior staff
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- 1996 - 1999 **Partner**
Atar Multimedia
Tel Aviv
Israel
Web development, design and maintenance for Israeli based businesses
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Education

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- 2009 Advanced Drawing **The New School** New York
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- 2008 Etching **SVA** New York
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- 1999 Animation **Center of Cinematography** Tel Aviv
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- 1995-98 Graphic Design **Ascala, school of visual arts** Tel Aviv
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Tools

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|---------------|------------------------|
| Sketch | Invision |
| AdobeCC | Webflow |
| Photoshop | Office |
| Illustrator | Jira |
| After Effects | Slack |
| Flash | User testing platforms |
| Dreamweaver | Pen and paper! |
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Awards

1st prize for **Elite**, Israel's national coffee brand anniversary label design competition

Projects

www.chalkmotion.com - Create animated doodle slideshows with a collaborative drawing library